



MEDIA ADVISORY

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Vitamin Shoppe to Open at Kapolei Commons on March 21, 2011 *Tracy Nelson Named as Store Manager*

Kapolei, HI, March 17, 2011 -- More health and wellness is schedule for Kapolei Commons during the month of March! The Vitamin Shoppe, a specialty retailer of nutritional products, announced plans to open at Kapolei Commons on West Oahu on March 21, 2011 with grand opening sales and giveaways. The 3,840 square foot store will offer products from the Hawaii-based company Nutrex and also offers a FREE Healthy Award Program that gives customers a certificate at the end of every year redeemable for free products, based on their purchases made throughout the year at the store.

Tracy C. Nelson has been named store manager for the new store. "I'm excited to bring the Vitamin Shoppe's expertise in vitamins and supplements – as well as our everyday low prices and the best selection in the industry, to our customers at Kapolei Commons," said Nelson. "I know that this store will be a great addition to the neighborhood. Our goal is to help *everyone* from athletes and their Sports Nutrition needs, to keiki to kupuna with *all* of their Health & Wellness needs!" Nelson most recently was the Assistant Store Manager at The Vitamin Shoppe in Kaneohe.

The Vitamin Shoppe is America's most trusted resource for health supplements and features more than 20,000 products from over 700 brand names in Health & Wellness, Sports Nutrition, Weight Management, Beauty and Personal Care. The store at Kapolei Commons will be the sixth Vitamin Shoppe location in Hawaii, including stores in Honolulu, Aiea, Kaneohe, Lahaina-Maui and Kailua-Kona on the Big Island of Hawaii. Store hours at the Vitamin Shoppe at Kapolei Commons are Monday-Saturday, 9am – 9 pm and Sunday from 10 am – 6 pm. To contact the store, phone 808-674-9629.

About Vitamin Shoppe, Inc. (NYSE:VSI)

Vitamin Shoppe is a leading specialty retailer and direct marketer of nutritional products based in North Bergen, New Jersey. The company sells vitamins, minerals, nutritional supplements, herbs, sports nutrition formulas, homeopathic remedies, green living products, and health and beauty aids to customers located primarily in the United States. The company carries national brand products as well as exclusive products under the Vitamin Shoppe, BodyTech, MD Select, and VS Basics proprietary brands. The Vitamin Shoppe conducts business through more than 450 company-owned retail stores, national mail order catalogs, and websites, www.VitaminShoppe.com, and www.EcoShoppe.com and has a social community site at www.VSconnect.com.

About Kapolei Commons - 4450 Kapolei Parkway, Kapolei, HI 96707

Kapolei Commons is West Oahu's premiere destination for shopping, dining and beauty solutions. Kapolei Commons is the first center of its kind on Oahu and is a gathering place for the area's residents and visitors.

Phase I opened in March 2009 and includes Target, Ross, Sports Authority, Petco, OfficeMax, Price Busters / Let's Party, Vitamin Shoppe, Salon Bobbi & Guy, Genki Sushi, Aloha Salads, Menchie's Frozen Yogurt, Subway, Royal Nails, World Trade Jewelry and Verizon Wireless. Phase II is under construction and leasing. Bank of Hawaii opened in early-October 2010 and The Outlets at Kapolei Commons are slated to begin construction in 2011. For more information, click www.thekapoleicommons.com.

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